

ABSTRACT OF THE DISCLOSURE

Disclosed is an information processing apparatus for controlling an application object moving autonomously in a shared virtual space in which avatars representing users of other information processing apparatuses are active. The apparatus comprises a distribution examining element for examining distribution of the active avatars in the shared virtual space, a coordinate controlling element for controlling coordinates of the application object in accordance with results of the examination by the distribution examining element and a display controlling element for controlling display of information by the application object controlled in coordinates by the coordinate controlling element.